BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Extended Diploma in Enterprise and Entrepreneurship
Unit number and title	**Unit 39: Developing an Enterprise Strategy**
Learning aim(s)	**C** Design an integrated, scalable strategy for the enterprise
Assignment title	**Presenting your design for an enterprise strategy**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Your application to the local innovation and enterprise centre to win a funded workspace was successful, and you are now working on your business idea. You have been allocated a mentor who has asked you to prepare a presentation and briefing sheet showing a coherent, integrated enterprise strategy for your business idea. The strategy will consider the factors needed to scale up operations to support the stability and growth of your enterprise and be based on your assessment of the available market opportunities.

Task 1	You are required to produce an integrated, scalable strategy for your enterprise derived from the vision and mission of your enterprise. It must explain the market opportunities for your enterprise to sell its products and/or services successfully, and to establish its presence in its chosen market. Your strategy must include an explanation of how appropriate subsidiary functional strategies will support the enterprise strategy, and an assessment of the contribution and fit of each of these subsidiary functional strategies into the overarching enterprise strategy for example: ● financial ● marketing ● sales and distribution ● operations/production ● buying ● HR ● IT The presentation must be accompanied by a briefing sheet. This must

	evaluate how the subsidiary strategies support, align with and integrate to provide a coherent overall enterprise strategy that is both suitable and sufficient, and how capacity and resource sufficiency will be ensured so that operations can be scaled up efficiently without harming the enterprise's competitive advantage. Your presentation and supporting information need to be logically and coherently structured, use business terminology accurately and be clearly and fluently expressed so it can be readily understood by your mentor. .
Checklist of evidence required	● A presentation with speaker notes ● Observation record ● Briefing sheet ● Research log

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
39/C.D2	Evaluate the suitability and sufficiency of an enterprise strategy for establishing a viable enterprise in its chosen markets and opportunities and feasibility of scaling up the enterprise.
39/C.M3	Assess the contribution of each subsidiary functional strategy to an enterprise strategy.
39/C.P6	Produce an enterprise strategy to establish the presence of an enterprise in its chosen markets.
39/C.P7	Explain how the subsidiary functional strategies support the enterprise strategy.
Sources of information to support you with this Assignment	**Websites** www.s-cool.co.uk/a-level/business-studies This free revision website has resources to include Business Objectives and Strategy. www.entrepreneur.com/article/243237 The site has informative articles to include choosing a business model that will grow your company.
Other assessment materials attached to this Assignment Brief	*N/A*